

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR AN  
ENTERTAINMENT MEDIA SUPPLY CHAIN MANAGEMENT FRAMEWORK**

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**ABSTRACT**

A system, method and computer program product are disclosed for managing an entertainment media supply chain utilizing a network. A network is utilized to receive data from a plurality of entertainment media outlets of an entertainment media supply chain in which the data relates to the sale of entertainment media by the entertainment media outlets. An electronic order form is generated based on the data for ordering entertainment media from an entertainment media distributor of the entertainment media supply chain. The data is transmitted via the network to the entertainment media distributor of the entertainment media supply chain. The data is also transmitted to an entertainment media supplier of the entertainment media supply chain utilizing the network. Additionally, activity in the entertainment media supply chain is forecast utilizing the data.